

Waukesha County has decreased over the past several decades (see Figure 13). The average household size in the County decreased from about 3.66 persons in 1960 and 1970 to about 2.83 persons in 1990. This decline reflects, among other factors, the declining birth rate and attendant decrease in the number of children in family households, as well as an increase in the number of single-person households. The number of single-person households in the County increased from 3,059, or 7.2 percent of all households, in 1960, to 17,564, or 17 percent of all households in 1990.

A family household is defined by the U. S. Bureau of the Census as one in which the household head is related to another member of the household by birth, marriage, or adoption. The 1990 U. S. Census of Population and Housing indicated that about 84,600 households, or 80 percent of all households in Waukesha County, consisted of family households. Of the total of 84,600 family households, 4,700 households, or 6 percent, consisted of single-parent families (see Table 14).

Information from the 1990 U. S. Census of Population and Housing regarding the number of households and household characteristics for civil divisions in the County is presented in Table 15. This Table indicates that there was considerable variation among communities in the County in terms of basic household characteristics, including family versus nonfamily composition, average household size, and number of single-person households.

ECONOMIC BASE

Labor Force

The labor force is the component of the resident population which can be most closely linked to the economy of an area. The labor force is currently defined as those residents 16 years of age and older who are employed or are actively seeking employment.² The labor force is indicative of the availability of labor in an area. Historical changes in the size of the labor force of an area can reflect changes in the area's economy; population growth or decline, especially in the working-age groups; and population movement from one area to another.

²Through 1960, the labor force was enumerated by the U. S. Bureau of the Census for persons 14 years of age and older. Since 1970, the labor force has been enumerated for persons 16 years of age and older.

Table 9

PERSONS OF HISPANIC ORIGIN IN WAUKESHA COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990

Community	Persons of Hispanic Origin		Total Population ^a
	Persons	Percent of Total	
Cities			
Brookfield	230	0.7	35,184
Delafield	57	1.1	5,347
Muskego	116	0.7	16,813
New Berlin	246	0.7	33,592
Oconomowoc	135	1.2	10,993
Waukesha	3,308	5.8	56,958
Villages			
Big Bend	2	0.2	1,299
Butler	12	0.6	2,079
Chenequa	0	0.0	566
Dousman	11	0.9	1,267
Eagle	12	1.0	1,182
Elm Grove	25	0.4	6,261
Hartland	39	0.6	6,906
Lac La Belle	0	0.0	262
Lannon	3	0.3	924
Menomonee Falls	166	0.6	26,840
Merton	2	0.2	1,234
Mukwonago	26	0.6	4,457
Nashotah	2	0.4	548
North Prairie	6	0.4	1,341
Oconomowoc Lake	0	0.0	499
Pewaukee	87	1.8	4,941
Sussex	57	1.1	5,039
Wales	25	1.0	2,477
Towns			
Brookfield	51	1.2	4,232
Delafield	73	1.3	5,735
Eagle	5	0.2	2,028
Genesee	147	2.5	5,986
Lisbon	30	0.4	8,277
Merton	108	1.7	6,430
Mukwonago	31	0.5	5,974
Oconomowoc	20	0.3	7,323
Ottawa	77	2.6	2,988
Pewaukee	130	1.4	9,621
Summit	26	0.7	3,997
Vernon	38	0.5	7,549
Waukesha	199	2.6	7,566
Waukesha County	5,502	1.8	304,715
The Region	64,069	3.5	1,810,364
The State	87,609	1.8	4,891,769

^aThe total population for civil divisions may not match 1990 total population figures presented for civil divisions in Table 4. The total population of civil divisions in 1990 was revised by the U. S. Bureau of the Census, but attributes of the population, as presented in this table were not revised.

Source: U. S. Bureau of the Census and SEWRPC.

Labor force data are often referred to as "place of residence" data, as distinguished from "place of work" data, or employment data. The labor force

Table 10

**MARITAL STATUS OF PERSONS AGE 15 AND OLDER IN WAUKESHA
COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990**

Community	Never Married		Now Married		Widowed		Divorced		Total Persons Age 15 and Older	
	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total
Cities										
Brookfield	5,482	19.8	19,665	70.9	1,693	6.1	900	3.2	27,740	100.0
Delafield	864	20.4	2,884	68.1	234	5.5	252	6.0	4,234	100.0
Muskego	2,624	20.4	8,936	69.5	640	5.0	655	5.1	12,855	100.0
New Berlin	5,868	22.3	18,132	68.9	1,056	4.0	1,277	4.8	26,333	100.0
Oconomowoc	1,759	20.5	5,238	60.9	997	11.6	605	7.0	8,599	100.0
Waukesha	12,296	27.9	24,893	56.4	2,918	6.6	4,023	9.1	44,130	100.0
Villages										
Big Bend	219	22.9	633	66.3	35	3.7	68	7.1	955	100.0
Butler	380	22.3	928	54.6	232	13.6	161	9.5	1,701	100.0
Chenequa	98	20.4	336	70.0	24	5.0	22	4.6	480	100.0
Dousman	193	20.9	545	58.9	141	15.2	46	5.0	925	100.0
Eagle	142	17.4	563	69.2	62	7.6	47	5.8	814	100.0
Elm Grove	1,223	23.7	3,478	67.2	260	5.0	212	4.1	5,173	100.0
Hartland	1,211	24.3	3,220	64.5	172	3.5	386	7.7	4,989	100.0
Lac La Belle	36	17.9	156	77.6	5	2.5	4	2.0	201	100.0
Lannon	180	24.5	437	59.5	48	6.5	70	9.5	735	100.0
Menomonee Falls	4,578	21.3	14,311	66.4	1,295	6.0	1,349	6.3	21,533	100.0
Merton	212	23.8	622	70.0	25	2.8	30	3.4	889	100.0
Mukwonago	699	21.4	2,072	63.4	226	6.9	272	8.3	3,269	100.0
Nashotah	101	24.3	272	65.4	16	3.8	27	6.5	416	100.0
North Prairie	191	20.1	669	70.4	28	3.0	62	6.5	950	100.0
Oconomowoc Lake	83	20.1	269	65.1	23	5.6	38	9.2	413	100.0
Pewaukee	1,108	27.8	2,217	55.6	382	9.6	282	7.0	3,989	100.0
Sussex	771	20.7	2,558	68.8	218	5.8	173	4.7	3,720	100.0
Wales	379	22.0	1,219	70.9	44	2.6	78	4.5	1,720	100.0
Towns										
Brookfield	695	21.3	2,302	70.5	162	5.0	106	3.2	3,265	100.0
Delafield	1,207	27.4	2,855	64.9	121	2.8	214	4.9	4,397	100.0
Eagle	348	22.8	1,031	67.6	71	4.7	74	4.9	1,524	100.0
Genesee	975	22.3	3,122	71.5	98	2.3	172	3.9	4,367	100.0
Lisbon	1,336	20.9	4,683	73.1	220	3.4	165	2.6	6,404	100.0
Merton	1,063	21.5	3,432	69.5	190	3.9	251	5.1	4,936	100.0
Mukwonago	935	22.1	3,015	71.4	130	3.1	144	3.4	4,224	100.0
Oconomowoc	1,175	20.7	3,865	68.0	282	5.0	360	6.3	5,682	100.0
Ottawa	549	24.0	1,599	69.8	57	2.5	85	3.7	2,290	100.0
Pewaukee	1,545	20.8	5,329	71.6	314	4.2	254	3.4	7,442	100.0
Summit	659	21.2	2,090	67.2	134	4.3	229	7.3	3,112	100.0
Vernon	1,283	23.3	3,939	71.6	107	2.0	170	3.1	5,499	100.0
Waukesha	1,336	23.4	3,958	69.3	247	4.3	168	3.0	5,709	100.0
Waukesha County	53,803	22.8	155,473	66.0	12,907	5.5	13,431	5.7	235,614	100.0
The Region	401,428	28.6	784,669	55.8	103,289	7.4	115,779	8.2	1,405,165	100.0
The State	1,012,054	26.6	2,228,796	58.6	280,549	7.4	279,249	7.4	3,800,648	100.0

Source: U. S. Bureau of the Census and SEWRPC.

cannot be equated with the number of employment opportunities, or jobs, in the County because some of the resident labor force is employed at jobs outside the County, some have jobs at two or more places, others are unemployed but seeking employment, and because some jobs in the County are held by nonresidents.

Labor Force Size and Distribution: Paralleling the rapid growth in the County population, the Waukesha County labor force has increased substantially since 1950. The labor force increased by 72 percent during the 1950s, 59 percent during the 1960s, 55 percent during the 1970s, and 19 percent during the 1980s. By 1990, the County's labor force totaled

Table 11

**EDUCATIONAL ATTAINMENT OF PERSONS AGE 25 AND OLDER IN
WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960, 1970, 1980, AND 1990**

Geographic Area	Year	Highest Level of Education Attained									
		Less than 9th Grade		9th to 12th Grade, No Diploma		High School Graduate		Post-High School		Total Persons Age 25 and Older	
		Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total
Waukesha County	1960	25,760	31.1	14,239	17.2	25,513	30.8	17,396	21.0	82,908	100.0
	1970	20,658	17.7	17,084	14.6	45,426	38.9	33,564	28.8	116,732	100.0
	1980	14,760	9.3	15,340	9.6	65,227	41.0	63,890	40.1	159,217	100.0
	1990	8,451	4.3	15,071	7.7	63,044	32.2	109,271	55.8	195,837	100.0
The Region	1960	333,804	37.9	162,249	18.4	237,848	27.0	147,049	16.7	880,950	100.0
	1970	242,386	25.9	170,115	18.1	325,357	34.7	199,131	21.3	936,989	100.0
	1980	154,875	15.1	145,110	14.1	399,214	38.9	327,900	31.9	1,027,099	100.0
	1990	87,026	7.6	154,773	13.4	378,384	32.9	530,962	46.1	1,151,145	100.0
The State	1960	929,473	42.7	342,260	15.8	570,291	26.2	333,346	15.3	2,175,370	100.0
	1970	695,267	29.8	365,264	15.7	811,048	34.8	458,217	19.7	2,329,796	100.0
	1980	485,923	18.0	336,370	12.4	1,093,496	40.4	789,599	29.2	2,705,388	100.0
	1990	294,862	9.5	367,210	11.9	1,147,697	37.1	1,284,457	41.5	3,094,226	100.0

Source: U. S. Bureau of the Census and SEWRPC.

169,400 persons. Growth in the Waukesha County labor force surpassed similar growth in the seven-county Southeastern Wisconsin Region and the State over the past four decades. As a result, the County's share of the regional labor force increased from 6 percent in 1950 to 18 percent in 1990, while its share of the State labor force increased from just over 2 percent to almost 7 percent (see Table 16) over the same period.

The distribution of the labor force among the 37 communities in the County is presented in Figure 14. As might be expected, the relative distribution of the civilian labor force within the County bears a close resemblance to the relative distribution of the resident population, shown previously in Figure 5.

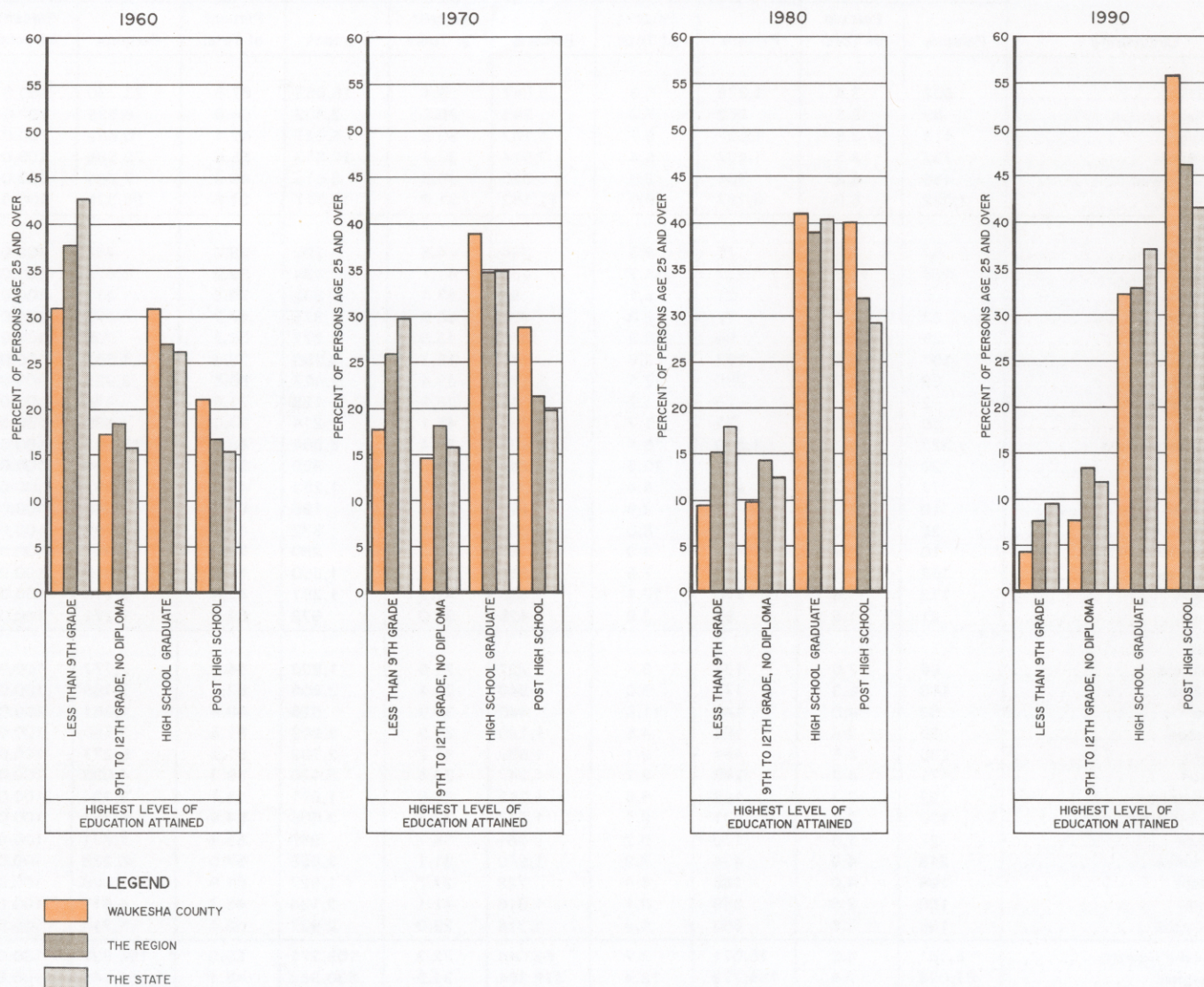
Labor Force Characteristics: As indicated in Tables 17 and 18, the sex composition of the labor force has changed over the past four decades, reflecting a substantial increase in participation by females. The increase in the female labor force participation rate has contributed significantly to the overall increase in the labor force size in the County over the past four decades. A ninefold increase in the female component of the labor force occurred between 1950 and 1990, compared to a less than fourfold increase in the male component. By 1990, the female labor force members comprised 45 percent of the total labor force, compared to just 24 percent in 1950.

Information regarding the occupational makeup provides useful insight into the nature of the County labor force. As indicated in Table 19 and shown in Figure 15, in comparison to the Region and State, in 1990, Waukesha County had proportionately more persons in professional and technical occupations than did the seven-county Southeastern Wisconsin Region or the State. Conversely, the County had proportionately fewer persons in service occupations; farming, forestry, and fishing; and fabricators and laborers. Figure 15 also shows that the Waukesha County numbers compared the same way with the Region and Wisconsin in 1960, 1970, and 1980, and in 1990, despite changes in the occupational makeup of the labor force over that 30-year period. This occupational profile suggests a comparatively well-educated and skilled resident labor force.

The Wisconsin Department of Industry, Labor and Human Relations provides monthly and annual average estimates of the employment status of the civilian labor force for counties in Wisconsin. Estimated average annual unemployment rates for the years 1975 to 1992 for Waukesha County, the Southeastern Wisconsin Region, and the State, are presented in Figure 16. Fluctuation in unemployment rates are closely related to business cycles. In Figure 16, for example, the relatively high unemployment rates experienced by the County, Region, and State during the early 1980s are a reflection of

Figure 12

EDUCATIONAL ATTAINMENT OF PERSONS AGE 25 AND OLDER IN
WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960, 1970, 1980, AND 1990



Source: U. S. Bureau of the Census and SEWRPC.

the deep national economic recession which lasted from 1979 to 1983. The County unemployment rate was consistently lower than the regional and State unemployment rates over approximately the past two decades. During the five-year period from 1988 through 1992, the County unemployment rate ranged between 3 and 4 percent. The consistently lower unemployment rates for the County are directly related to the strong growth in employment opportunities in the County over the past two decades, as described in the next section.

Employment

For land use planning purposes, the number of employment opportunities, or jobs, available in an area is one of the most important indicators of the level of economic activity. Moreover, information regarding the type of jobs available provides useful insight into the structure of an area's economy.

Currently, employment data compiled by the U. S. Department of Commerce, Bureau of Economic Analysis for counties throughout the Nation, the

Table 12

**EDUCATIONAL ATTAINMENT OF PERSONS AGE 25 AND
OLDER IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1990**

Community	Highest Level of Education Attained								Total Persons Age 25 and Older	
	Less than 9th Grade		9th to 12th Grade, No Diploma		High School Graduate		Post-High School			
	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total
Cities										
Brookfield	802	3.4	1,328	5.6	5,547	23.4	16,053	67.6	23,730	100.0
Delafield	89	2.5	262	7.3	945	26.2	2,302	64.0	3,598	100.0
Muskego	413	3.9	1,037	9.7	4,187	39.3	5,021	47.1	10,658	100.0
New Berlin	732	3.3	1,427	6.4	7,514	33.7	12,612	56.6	22,285	100.0
Oconomowoc	455	6.3	701	9.6	2,610	35.8	3,515	48.3	7,281	100.0
Waukesha	2,082	5.9	3,167	9.0	11,162	31.6	18,917	53.5	35,328	100.0
Villages										
Big Bend	57	7.4	75	9.8	344	44.8	292	38.0	768	100.0
Butler	166	11.3	217	14.7	605	41.1	484	32.9	1,472	100.0
Chenequa	8	1.9	21	5.1	56	13.4	332	79.6	417	100.0
Dousman	33	4.2	72	9.3	302	38.8	371	47.7	778	100.0
Eagle	25	3.6	94	13.3	310	43.9	277	39.2	706	100.0
Elm Grove	107	2.3	167	3.6	717	15.7	3,590	78.4	4,581	100.0
Hartland	89	2.2	298	7.5	1,174	29.4	2,427	60.9	3,988	100.0
Lac La Belle	2	1.1	3	1.7	45	25.3	128	71.9	178	100.0
Lannon	58	9.2	74	11.7	284	45.1	214	34.0	630	100.0
Menomonee Falls	1,227	6.7	1,530	8.4	6,662	36.4	8,864	48.5	18,283	100.0
Merton	20	2.8	75	10.6	254	35.9	359	50.7	708	100.0
Mukwonago	78	2.9	251	9.4	1,075	40.5	1,253	47.2	2,657	100.0
Nashotah	10	2.9	9	2.6	125	36.8	196	57.7	340	100.0
North Prairie	22	2.8	64	8.0	338	42.5	372	46.7	796	100.0
Oconomowoc Lake	10	2.8	10	2.8	57	16.0	280	78.4	357	100.0
Pewaukee	192	5.8	251	7.5	1,342	40.1	1,560	46.6	3,345	100.0
Sussex	112	3.6	378	12.1	1,338	42.9	1,291	41.4	3,119	100.0
Wales	21	1.5	54	3.9	425	31.0	872	63.6	1,372	100.0
Towns										
Brookfield	56	2.0	184	6.6	737	26.6	1,800	64.8	2,777	100.0
Delafield	148	4.3	173	5.0	940	27.1	2,208	63.6	3,469	100.0
Eagle	50	4.0	143	11.3	440	34.9	628	49.8	1,261	100.0
Genesee	99	2.8	162	4.5	1,120	31.2	2,209	61.5	3,590	100.0
Lisbon	235	4.5	481	9.1	1,859	35.2	2,702	51.2	5,277	100.0
Merton	171	4.2	249	6.1	1,247	30.4	2,426	59.3	4,093	100.0
Mukwonago	92	2.7	189	5.6	1,242	36.6	1,871	55.1	3,394	100.0
Oconomowoc	137	2.9	431	9.1	1,578	33.2	2,606	54.8	4,752	100.0
Ottawa	27	1.5	170	9.2	661	35.7	993	53.6	1,851	100.0
Pewaukee	246	4.0	494	7.9	1,940	31.1	3,558	57.0	6,238	100.0
Summit	106	4.0	168	6.4	728	27.7	1,627	61.9	2,629	100.0
Vernon	108	2.5	359	8.1	1,816	41.1	2,134	48.3	4,417	100.0
Waukesha	166	3.5	303	6.4	1,318	28.0	2,927	62.1	4,714	100.0
Waukesha County	8,451	4.3	15,071	7.7	63,044	32.2	109,271	55.8	195,837	100.0
The Region	87,026	7.6	154,773	13.4	378,384	32.9	530,962	46.1	1,151,145	100.0
The State	294,862	9.5	367,210	11.9	1,147,697	37.1	1,284,457	41.5	3,094,226	100.0

Source: U. S. Bureau of the Census and SEWRPC.

Table 13

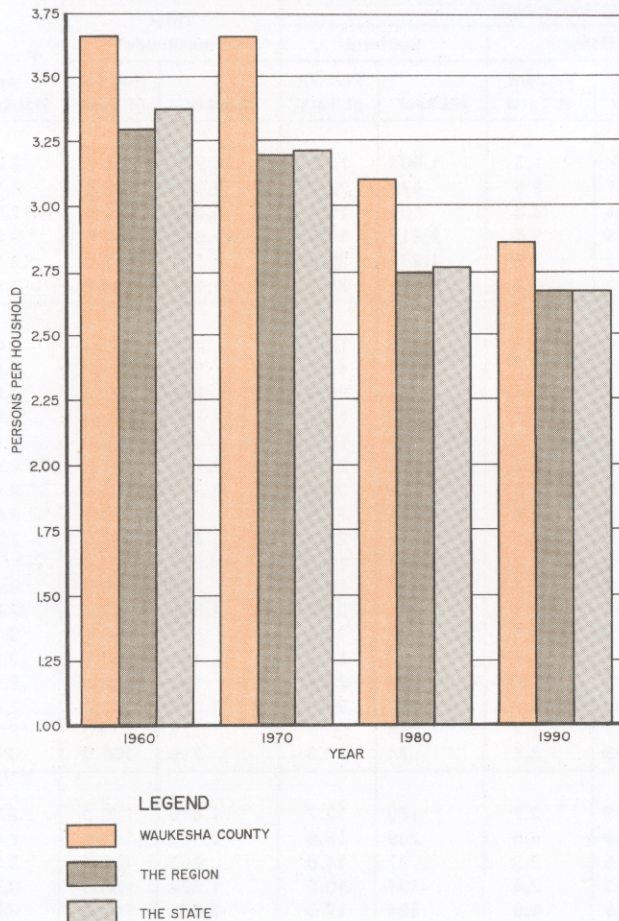
**NUMBER OF HOUSEHOLDS, HOUSEHOLD POPULATION, AND AVERAGE
HOUSEHOLD SIZE IN WAUKESHA COUNTY: 1960, 1970, 1980, AND 1990**

Year	Households			Household Population			Average Household Size		
	Number	Change from Preceding Year		Number	Change from Preceding Year		Number	Change from Preceding Year	
		Absolute	Percent		Absolute	Percent		Absolute	Percent
1960	42,394	--	--	155,145	--	--	3.66	--	--
1970	61,935	19,541	46.1	226,789	71,644	46.2	3.66	0.0	0.0
1980	88,552	26,617	43.0	275,616	48,827	21.5	3.11	-0.6	-15.0
1990	105,990	17,348	19.7	300,144	24,528	8.9	2.83	-0.3	-9.0

Source: U. S. Bureau of the Census and SEWRPC.

Figure 13

PERSONS PER HOUSEHOLD IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960-1990



Source: U. S. Bureau of the Census and SEWRPC.

source of employment data used by the Regional Planning Commission in monitoring employment levels, is considered the most complete, accurate, and historically consistent information regarding the number and type of jobs. The following analysis of employment trends in Waukesha County is based upon Bureau of Economic Analysis employment data.

Number and Distribution of Jobs: Waukesha County has experienced strong employment growth over the past two decades. As indicated in Table 20 and shown in Figure 17, the number of jobs in the County increased by 48,300 during the 1960s, 51,300 during the 1970s, and 59,400 during the 1980s, an increase of about 159,000 jobs, or 488 percent, over the past three decades. The County's employment growth rate between 1960 and 1990 substantially exceeded that of the Southeastern Wisconsin Region, which increased by 59 percent, and that of the State, which increased by 69 percent. Accordingly, the County's share of regional employment increased from about 5 percent in 1960 to about 18 percent in 1990, while its share of State employment increased from about 2 percent to about 7 percent over the same period. As shown in Figure 18, employment in the County increased each year between 1960 and 1990, including modest increases during the recessionary period of the early 1980s, a period during which both the Southeastern Wisconsin Region and the State experienced actual decreases in job levels.

Table 14

HOUSEHOLDS BY HOUSEHOLD TYPE IN WAUKESHA COUNTY: 1990

Type of Household	Number	Percent of Subtotal	Percent of Total
Family			
Married Couple	75,476	89.3	71.2
With Related Children under 18 Years of Age	37,161	44.0	35.0
No Related Children under 18 Years of Age	38,315	45.3	36.1
Other	9,086	10.7	8.5
Male Head of Household, No Wife Present	2,405	2.8	2.2
With Related Children under 18 Years of Age	1,021	1.2	0.9
No Related Children under 18 Years of Age	1,384	1.6	1.3
Female Head of Household, No Husband Present	6,681	7.9	6.3
With Related Children under 18 Years of Age	3,707	4.4	3.5
No Related Children under 18 Years of Age	2,974	3.5	2.8
Subtotal	84,562	100.0	79.7
Nonfamily			
Single-Person	17,564	81.7	16.6
Other	3,925	18.3	3.7
Subtotal	21,489	100.0	20.3
Total^a	106,051	- -	100.0

^aThe information presented in this table is based on sample data; therefore, the total number of households does not match that presented in Table 13, which was based on a 100-percent count of households.

Source: U. S. Bureau of the Census and SEWRPC.

Table 15

HOUSEHOLD CHARACTERISTICS IN WAUKESHA COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990

Community	Family Households		Nonfamily Households						Total Households ^a		Persons per Household
			Single-Person		Other		Subtotal				
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	
Cities											
Brookfield	10,492	87.5	1,346	11.2	158	1.3	1,504	12.5	11,996	100.0	2.91
Delafield	1,561	76.6	370	18.1	107	5.3	477	23.4	2,038	100.0	2.59
Muskego	4,777	85.6	655	11.8	146	2.6	801	14.4	5,578	100.0	2.99
New Berlin	9,620	82.7	1,592	13.7	425	3.6	2,017	17.3	11,637	100.0	2.87
Oconomowoc	2,990	70.8	1,066	25.3	165	3.9	1,231	29.2	4,221	100.0	2.54
Waukesha	14,505	68.5	5,336	25.2	1,347	6.3	6,683	31.5	21,188	100.0	2.59
Villages											
Big Bend	359	84.7	61	14.4	4	0.9	65	15.3	424	100.0	3.06
Butler	529	56.7	352	37.8	51	5.5	403	43.3	932	100.0	2.23
Chenequa	172	76.1	46	20.4	8	3.5	54	23.9	226	100.0	2.50
Dousman	295	81.3	47	12.9	21	5.8	68	18.7	363	100.0	3.05
Eagle	329	81.8	67	16.7	6	1.5	73	18.2	402	100.0	2.94
Elm Grove	1,766	78.2	443	19.6	49	2.2	492	21.8	2,258	100.0	2.64
Hartland	1,885	79.5	378	15.9	108	4.6	486	20.5	2,371	100.0	2.91
Lac La Belle	76	87.4	7	8.0	4	4.6	11	12.6	87	100.0	3.01
Lannon	258	70.9	91	25.0	15	4.1	106	29.1	364	100.0	2.54
Menomonee Falls	7,919	80.3	1,740	17.6	205	2.1	1,945	19.7	9,864	100.0	2.70
Merton	321	89.7	32	8.9	5	1.4	37	10.3	358	100.0	3.45
Mukwonago	1,208	78.0	275	17.8	66	4.3	341	22.0	1,549	100.0	2.88
Nashotah	150	87.2	16	9.3	6	3.5	22	12.8	172	100.0	3.19
North Prairie	364	87.9	39	9.4	11	2.7	50	12.1	414	100.0	3.24
Oconomowoc Lake	143	74.1	27	14.0	23	11.9	50	25.9	193	100.0	2.59
Pewaukee	1,204	63.8	499	26.5	183	9.7	682	36.2	1,886	100.0	2.47
Sussex	1,372	79.5	282	16.3	72	4.2	354	20.5	1,726	100.0	2.92
Wales	645	89.7	51	7.1	23	3.2	74	10.3	719	100.0	3.45
Towns											
Brookfield	1,236	87.3	142	10.0	38	2.7	180	12.7	1,416	100.0	2.97
Delafield	1,521	84.1	189	10.4	99	5.5	288	15.9	1,809	100.0	2.96
Eagle	560	85.2	82	12.5	15	2.3	97	14.8	657	100.0	3.09
Geneseo	1,637	89.5	148	8.1	43	2.4	191	10.5	1,828	100.0	3.27
Lisbon	2,366	88.0	275	10.2	49	1.8	324	12.0	2,690	100.0	3.08
Merton	1,801	84.0	268	12.5	74	3.5	342	16.0	2,143	100.0	3.00
Mukwonago	1,574	90.4	132	7.6	35	2.0	167	9.6	1,741	100.0	3.43
Oconomowoc	2,065	80.5	406	15.8	94	3.7	500	19.5	2,565	100.0	2.85
Ottawa	833	87.5	94	9.9	25	2.6	119	12.5	952	100.0	3.07
Pewaukee	2,789	84.6	378	11.5	130	3.9	508	15.4	3,297	100.0	2.92
Summit	1,094	79.5	241	17.5	41	3.0	282	20.5	1,376	100.0	2.82
Vernon	2,042	92.1	153	6.9	22	1.0	175	7.9	2,217	100.0	3.38
Waukesha	2,104	87.9	238	9.9	52	2.2	290	12.1	2,394	100.0	3.16
Waukesha County	84,562	79.7	17,564	16.6	3,925	3.7	21,489	20.3	106,051	100.0	2.83
The Region	472,946	69.9	167,960	24.8	35,687	5.3	203,647	30.1	676,593	100.0	2.61
The State	1,284,297	70.4	441,553	24.2	98,402	5.4	539,955	29.6	1,824,252	100.0	2.62

^a The information presented in the table is based on sample data; therefore, the total number of households does not match that presented in Table 13, which was based on a 100-percent count of households.

Source: U. S. Bureau of the Census and SEWRPC.

Table 16

CIVILIAN LABOR FORCE TRENDS IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1950-1990

Year	Waukesha County			The Region			The State			Waukesha County as a Percent of	
	Civilian Labor Force	Change from Preceding Year		Civilian Labor Force	Change from Preceding Year		Civilian Labor Force	Change from Preceding Year		Region	State
		Absolute	Percent		Absolute	Percent		Absolute	Percent		
1950 ^a	33,800	--	--	538,700	--	--	1,396,400	--	--	6.3	2.4
1960 ^a	58,216	24,416	72.2	636,901	98,201	18.2	1,527,742	131,342	9.4	9.1	3.8
1970 ^b	92,390	34,174	58.7	736,148	99,247	15.6	1,774,008	246,266	16.1	12.6	5.2
1980 ^b	142,774	50,384	54.5	876,152	140,004	19.0	2,263,413	489,405	27.6	16.3	6.3
1990 ^b	169,369	26,595	18.6	934,153	58,001	6.6	2,517,238	253,825	11.2	18.1	6.7

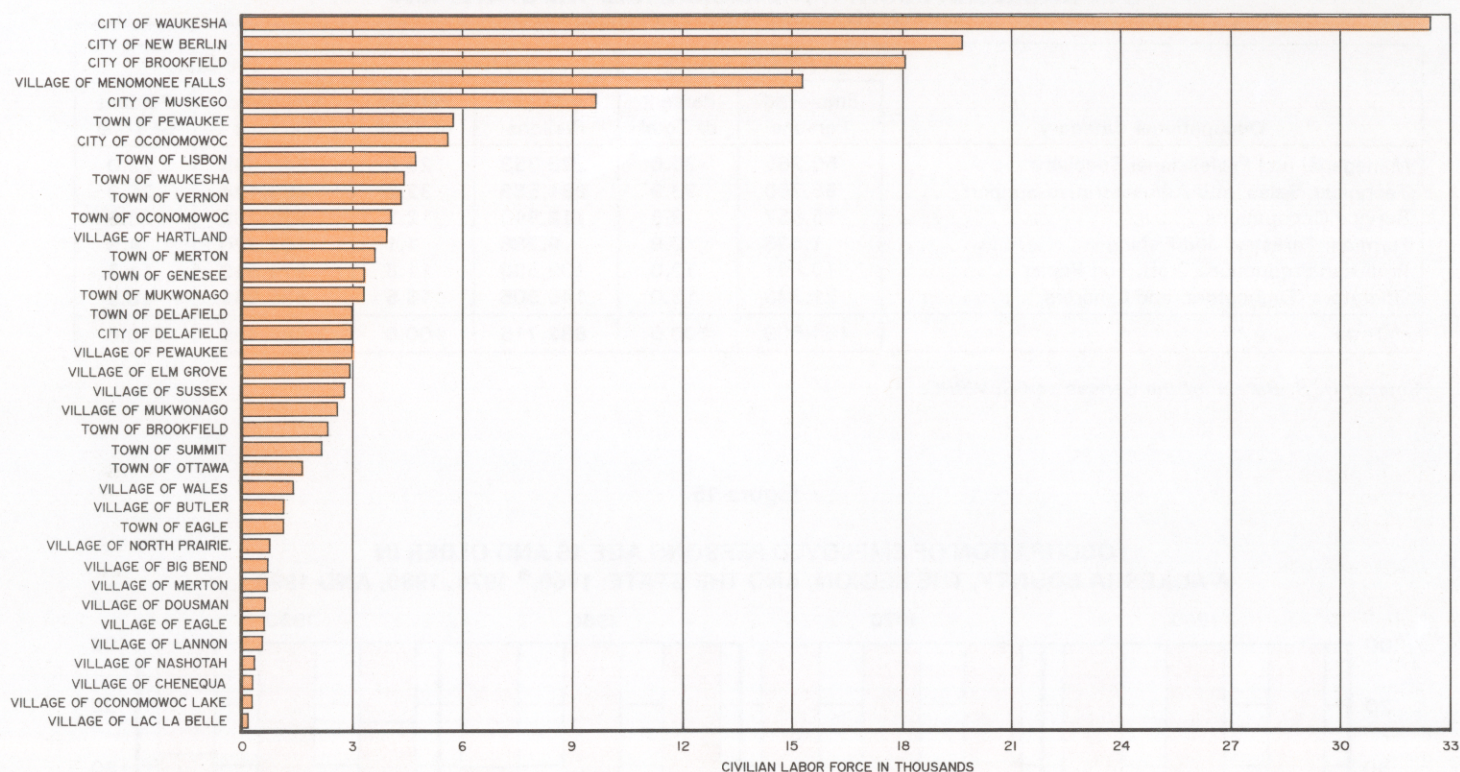
^a The labor force was defined in the 1950 and 1960 U. S. Census as employed and temporarily unemployed persons age 14 and older.

^b The labor force was defined in the 1970, 1980, and 1990 U. S. Census as employed and temporarily unemployed persons age 16 and older.

Source: U. S. Bureau of the Census and SEWRPC.

Figure 14

CIVILIAN LABOR FORCE IN WAUKESHA COUNTY BY CIVIL DIVISION: 1990



Source: U. S. Bureau of the Census and SEWRPC.

Table 17

SEX COMPOSITION OF THE CIVILIAN LABOR FORCE IN WAUKESHA COUNTY: 1950-1990

Year	Males	Percent of Total	Females	Percent of Total
1950	25,700	76.0	8,100	24.0
1960	42,193	72.5	16,023	27.5
1970	60,200	65.2	32,190	34.8
1980	85,256	59.7	57,518	40.3
1990	93,771	55.4	75,598	44.6

Source: U. S. Bureau of the Census and SEWRPC.

Table 18

CHANGE IN THE SEX COMPOSITION OF THE CIVILIAN LABOR FORCE IN WAUKESHA COUNTY: 1950-1990

Year	Males	Percent Change	Females	Percent Change
1950-1960	16,493	64.2	7,923	97.8
1960-1970	18,007	42.7	16,167	100.9
1970-1980	25,056	41.6	25,328	78.7
1980-1990	8,515	10.0	18,080	31.4

Source: U. S. Bureau of the Census and SEWRPC.

The distribution of jobs within the County in 1970 and 1990 is depicted graphically on Maps 3 and 4. In 1970, the largest concentrations of jobs were located in the City of Waukesha, the City of Oconomowoc, the Village of Butler and the adjacent communities of Brookfield and Menomonee Falls. As shown on Map 3, the Blue Mound Road corridor in the City of Brookfield had not yet begun to evolve as a major employment center in 1970. Comparison of Maps 3 and 4 reveals substantial job growth between 1970 and 1990 in the aforementioned areas, including a dramatic increase in jobs in the

Blue Mound Road corridor and in the New Berlin Industrial Park in the City of New Berlin. Also evident are major employment increases in the Villages of Mukwonago, Sussex, and Hartland and the Town and Village of Pewaukee.

Industry Mix of Jobs: Total employment by major industrial group is presented for Waukesha County, the Southeastern Wisconsin Region, and the State in Tables 21, 22, and 23, and is depicted graphically in Figure 19. The changing industrial mix of employment suggests changes in the structure of

Table 19

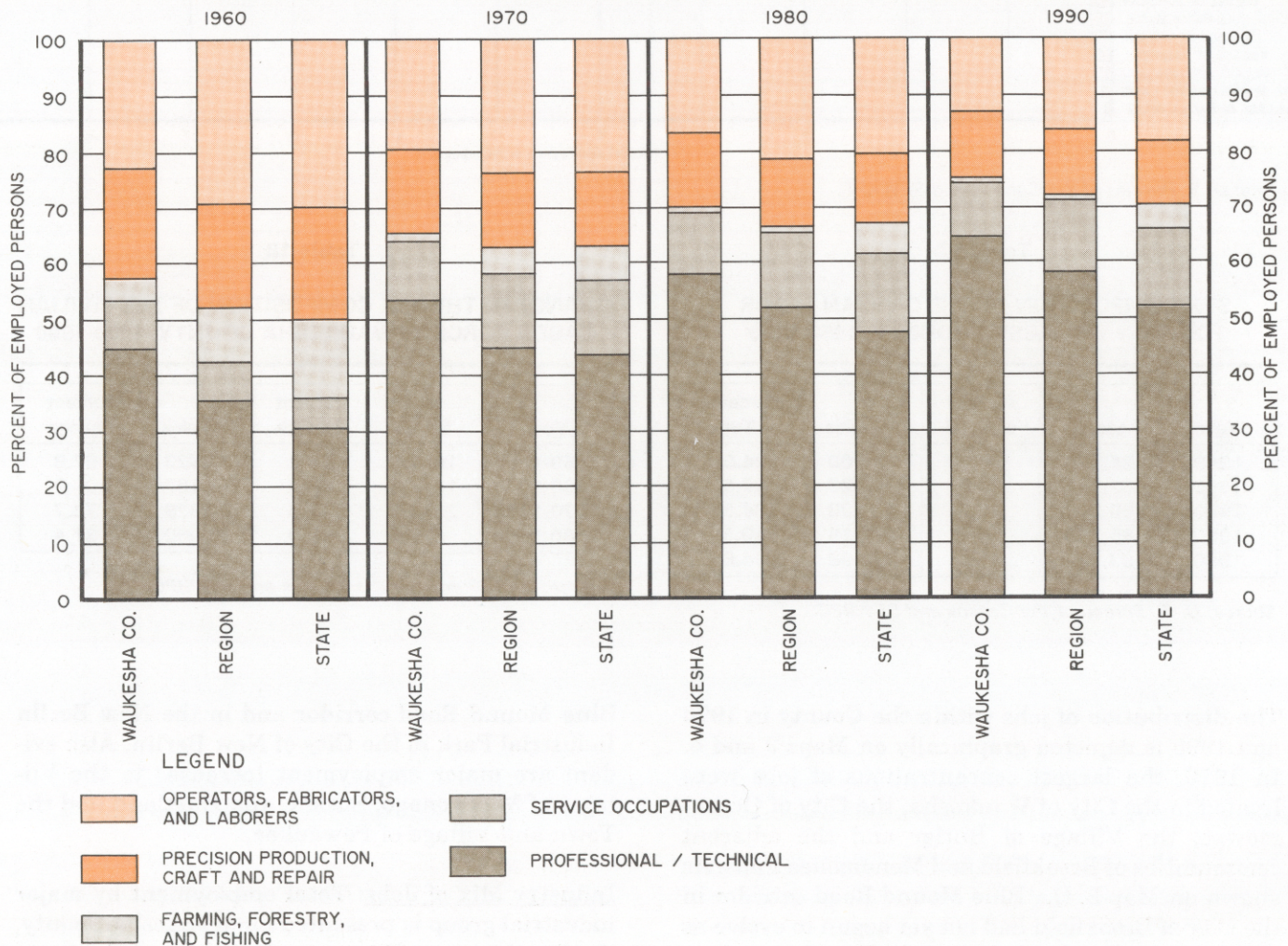
**OCCUPATION OF EMPLOYED PERSONS AGE 16 AND OLDER
IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1990**

Occupational Category	Waukesha County		The Region		The State	
	Employed Persons	Percent of Total	Employed Persons	Percent of Total	Employed Persons	Percent of Total
Managerial and Professional Specialty	50,265	30.6	226,353	25.6	548,608	23.0
Technical, Sales, and Administrative Support . . .	55,700	33.9	284,539	32.2	699,124	29.3
Service Occupations	15,857	9.6	112,940	12.8	325,708	13.6
Farming, Forestry, and Fishing	1,503	0.9	9,288	1.1	102,320	4.3
Precision Production, Craft, and Repair	19,801	12.0	103,690	11.8	274,598	11.5
Operators, Fabricators, and Laborers	21,383	13.0	145,906	16.5	436,081	18.3
Total	164,509	100.0	882,716	100.0	2,386,439	100.0

Source: U. S. Bureau of the Census and SEWRPC.

Figure 15

**OCCUPATION OF EMPLOYED PERSONS AGE 16 AND OLDER IN
WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960,^a 1970, 1980, AND 1990**

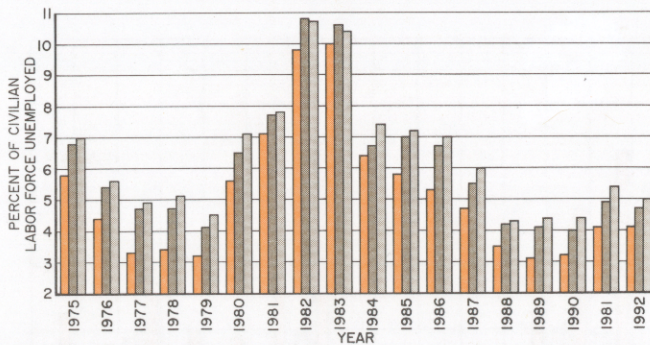


^aOccupation of employed persons was enumerated for persons age 14 and older in the 1960 U. S. Census of Population.

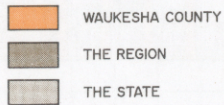
Source: U. S. Bureau of the Census and SEWRPC.

Figure 16

**CIVILIAN LABOR FORCE UNEMPLOYMENT
RATES IN WAUKESHA COUNTY, THE REGION,
AND THE STATE: 1975-1992**



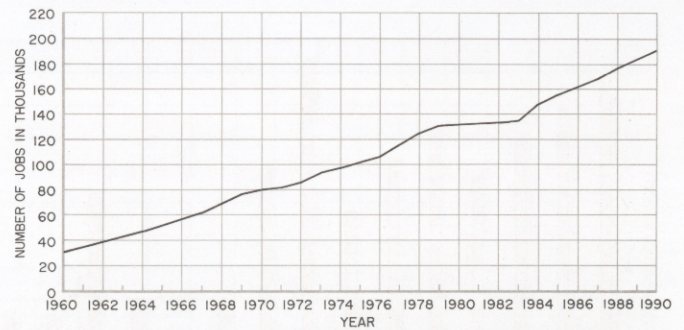
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Source: Wisconsin Department of Industry, Labor and Human Relations and SEWRPC.

Figure 17

**TOTAL EMPLOYMENT IN
WAUKESHA COUNTY: 1960-1990**



Source: U. S. Bureau of Economic Analysis and SEWRPC.

Table 20

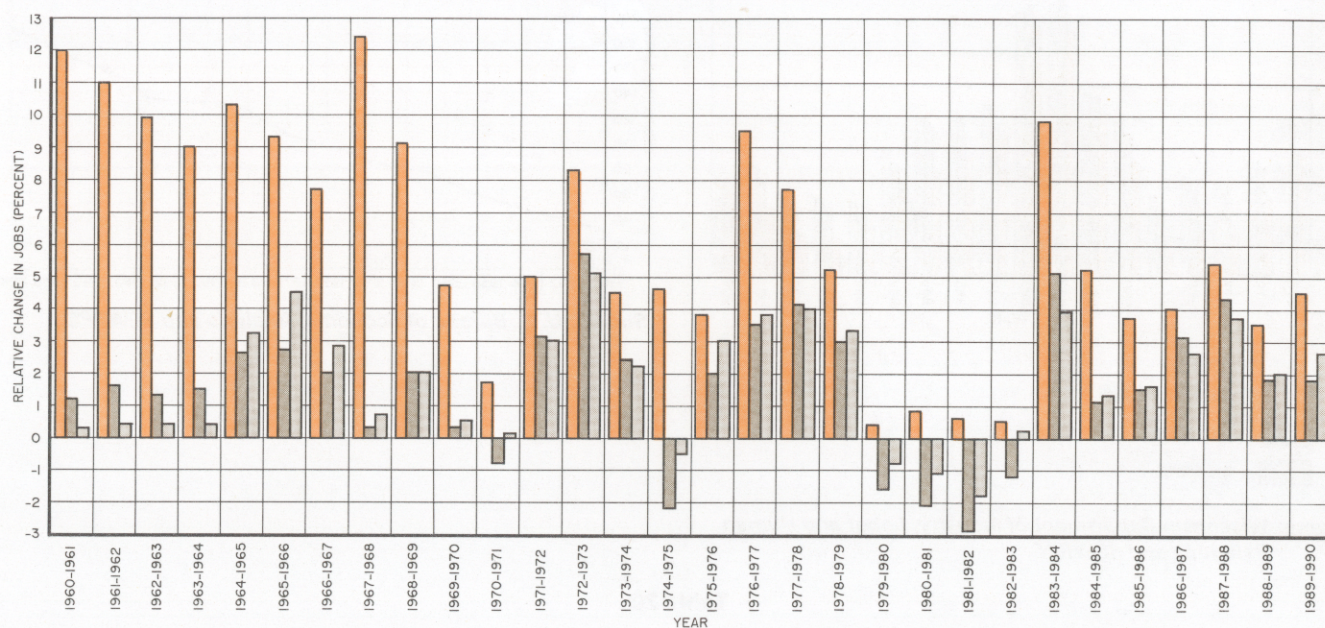
TOTAL EMPLOYMENT IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960-1990

Year	Waukesha County		The Region		The State		Waukesha County as a Percent of	
	Jobs	Percent Change from Previous Year	Jobs	Percent Change from Previous Year	Jobs	Percent Change from Previous Year	Region	State
1960	32,600	--	673,000	--	1,659,400	--	4.8	2.0
1961	36,500	12.0	681,300	1.2	1,664,400	0.3	5.4	2.2
1962	40,500	11.0	692,300	1.6	1,670,300	0.4	5.9	2.4
1963	44,500	9.9	701,300	1.3	1,676,900	0.4	6.3	2.7
1964	48,500	9.0	711,500	1.5	1,684,100	0.4	6.8	2.9
1965	53,500	10.3	730,000	2.6	1,738,600	3.2	7.3	3.1
1966	58,500	9.3	749,900	2.7	1,817,600	4.5	7.8	3.2
1967	63,000	7.7	764,700	2.0	1,867,600	2.8	8.2	3.4
1968	70,800	12.4	767,100	0.3	1,879,800	0.7	9.2	3.8
1969	77,524	9.1	782,092	2.0	1,916,524	2.0	9.9	4.0
1970	80,885	4.7	784,136	0.3	1,926,664	0.5	10.3	4.2
1971	82,281	1.7	778,083	-0.8	1,928,884	0.1	10.6	4.3
1972	86,389	5.0	801,817	3.1	1,987,212	3.0	10.8	4.3
1973	93,554	8.3	847,447	5.7	2,089,161	5.1	11.0	4.5
1974	97,719	4.5	867,887	2.4	2,134,115	2.2	11.3	4.6
1975	102,171	4.6	849,036	-2.2	2,123,172	-0.5	12.0	4.8
1976	106,058	3.8	865,892	2.0	2,187,722	3.0	12.2	4.8
1977	116,184	9.5	896,560	3.5	2,271,466	3.8	13.0	5.1
1978	125,105	7.7	932,963	4.1	2,362,288	4.0	13.4	5.3
1979	131,629	5.2	960,595	3.0	2,440,204	3.3	13.7	5.4
1980	132,200	0.4	945,186	-1.6	2,421,200	-0.8	14.0	5.5
1981	133,287	0.8	925,705	-2.1	2,394,530	-1.1	14.4	5.6
1982	134,102	0.6	898,832	-2.9	2,351,602	-1.8	14.9	5.7
1983	134,832	0.5	887,985	-1.2	2,356,098	0.2	15.2	5.7
1984	148,056	9.8	933,305	5.1	2,449,120	3.9	15.9	6.0
1985	155,720	5.2	944,031	1.1	2,480,396	1.3	16.5	6.3
1986	161,507	3.7	957,748	1.5	2,520,008	1.6	16.9	6.4
1987	167,936	4.0	987,178	3.1	2,586,180	2.6	17.0	6.5
1988	177,054	5.4	1,029,584	4.3	2,682,553	3.7	17.2	6.6
1989	183,284	3.5	1,048,536	1.8	2,736,262	2.0	17.5	6.7
1990	191,551	4.5	1,067,202	1.8	2,808,129	2.6	17.9	6.8

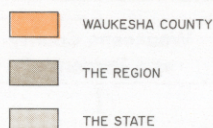
Source: U. S. Bureau of Economic Analysis and SEWRPC.

Figure 18

RELATIVE EMPLOYMENT CHANGE IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1960-1990



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Source: U. S. Bureau of Economic Analysis and SEWRPC.

Table 21

EMPLOYMENT BY INDUSTRY IN WAUKESHA COUNTY: 1970, 1980, AND 1990

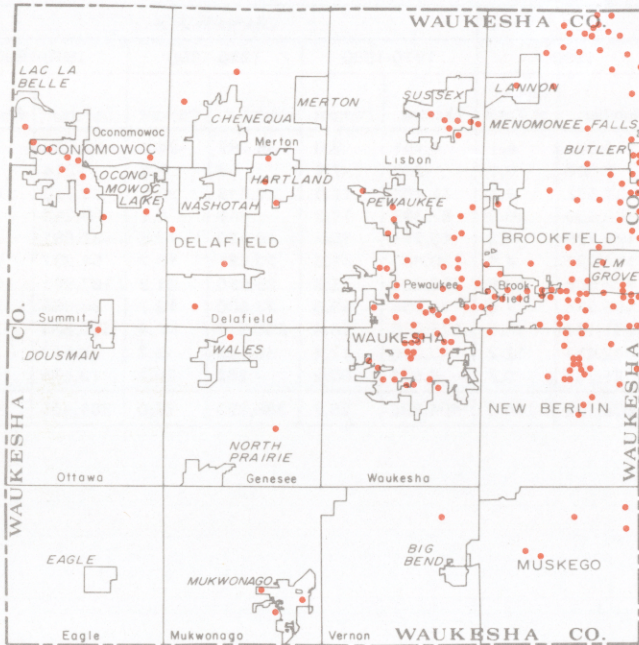
Industry	Total Jobs						Change in Jobs					
	1970		1980		1990		1970-1980		1980-1990		1970-1990	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent	Number	Percent	Number	Percent
Agriculture	1,737	2.2	1,726	1.3	1,222	0.6	-11	-0.6	-504	-29.2	-515	-29.6
Mining	232	0.3	411	0.3	466	0.2	179	77.2	55	13.4	234	100.9
Construction	7,057	8.7	7,714	5.8	12,489	6.5	657	9.3	4,775	61.9	5,432	77.0
Manufacturing	21,928	27.1	33,518	25.4	43,982	23.0	11,590	52.9	10,464	31.2	22,054	100.6
Transportation and Public Utilities	2,418	3.0	6,016	4.6	8,321	4.4	3,598	148.8	2,305	38.3	5,903	244.1
Wholesale Trade	4,398	5.4	8,659	6.5	15,951	8.3	4,261	96.9	7,292	84.2	11,553	262.7
Retail Trade	14,351	17.7	21,378	16.2	30,844	16.1	7,027	49.0	9,466	44.3	16,493	114.9
Finance, Insurance, and Real Estate	3,790	4.7	11,256	8.5	16,961	8.9	7,466	197.0	5,705	50.7	13,171	347.5
Services ^a	15,046	18.6	27,421	20.7	45,716	23.9	12,375	82.2	18,295	66.7	30,670	203.8
Government ^b	9,461	11.7	13,163	10.0	14,036	7.3	3,702	39.1	873	6.6	4,575	48.4
Miscellaneous ^c	467	0.6	938	0.7	1,563	0.8	471	100.9	625	66.6	1,096	234.7
Total	80,885	100.0	132,200	100.0	191,551	100.0	51,315	63.4	59,351	44.9	110,666	136.8

^aIncludes education.^bExcludes military employment.^cIncludes agricultural services, forestry, commercial fishing, and unclassified jobs.

Source: U. S. Bureau of Economic Analysis and SEWRPC.

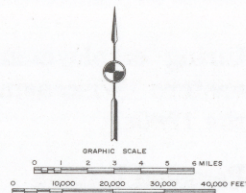
Map 3

DISTRIBUTION OF EMPLOYMENT IN WAUKESHA COUNTY: 1990



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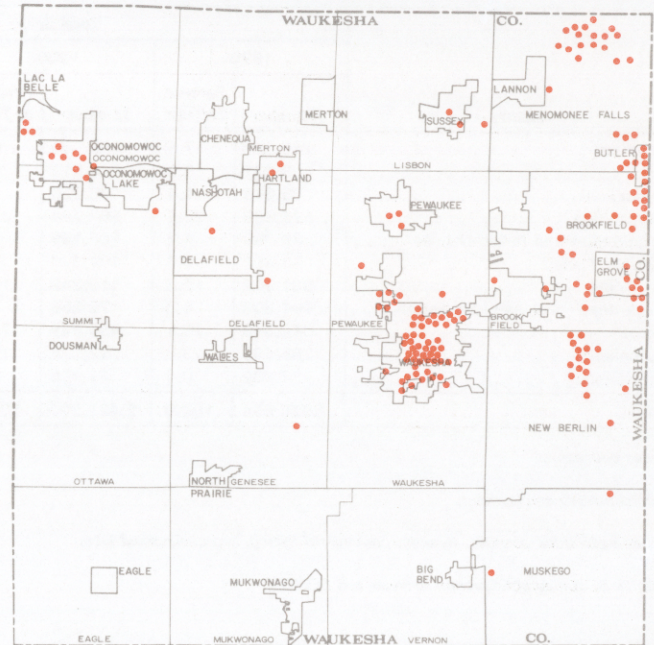
• 1,000 JOBS



Source: U. S. Bureau of the Census and SEWRPC.

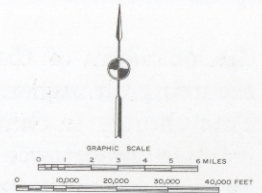
Map 4

DISTRIBUTION OF EMPLOYMENT IN WAUKESHA COUNTY: 1970



LEGEND

• 1,000 JOBS



Source: U. S. Bureau of the Census and SEWRPC.

Table 22

EMPLOYMENT BY INDUSTRY IN THE SOUTHEASTERN WISCONSIN REGION: 1970, 1980, AND 1990

Industry	Total Jobs						Change in Jobs					
	1970		1980		1990		1970-1980		1980-1990		1970-1990	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent	Number	Percent	Number	Percent
Agriculture	11,689	1.5	10,023	1.1	7,090	0.7	-1,666	-14.3	-2,933	-29.3	-4,599	-39.3
Mining	766	0.1	952	0.1	991	0.1	186	24.3	39	4.1	225	29.4
Construction	32,373	4.1	33,786	3.6	46,060	4.3	1,413	4.4	12,274	36.3	13,687	42.3
Manufacturing	254,337	32.4	264,193	27.9	221,593	20.8	9,856	3.9	-42,600	-16.1	-32,744	-12.9
Transportation and Public Utilities	38,448	4.9	42,152	4.5	46,042	4.3	3,704	9.6	3,890	9.2	7,594	19.8
Wholesale Trade	37,174	4.7	46,148	4.9	54,934	5.1	8,974	24.1	8,786	19.0	17,760	47.8
Retail Trade	133,674	17.1	153,590	16.1	186,408	17.5	19,916	14.9	32,818	21.4	52,734	39.4
Finance, Insurance, and Real Estate . . .	47,491	6.1	75,241	8.0	86,192	8.1	27,750	58.4	10,951	14.6	38,701	81.5
Services ^a	140,100	17.9	214,090	22.7	305,449	28.6	73,990	52.8	91,359	42.7	165,349	118.0
Government ^b	86,192	11.0	101,583	10.7	107,008	10.0	15,391	17.9	5,425	5.3	20,816	24.2
Miscellaneous ^c	1,892	0.2	3,428	0.4	5,435	0.5	1,536	81.2	2,007	58.5	3,543	187.3
Total	784,136	100.0	945,186	100.0	1,067,202	100.0	161,050	20.5	122,016	12.9	283,066	36.1

^aIncludes education.^bExcludes military employment.^cIncludes agricultural services, forestry, commercial fishing, and unclassified jobs.

Source: U. S. Bureau of Economic Analysis and SEWRPC.

Table 23

EMPLOYMENT BY INDUSTRY IN THE STATE OF WISCONSIN: 1970, 1980, AND 1990

Industry	Total Jobs						Change in Jobs					
	1970		1980		1990		1970-1980		1980-1990		1970-1990	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent	Number	Percent	Number	Percent
Agriculture	146,399	7.6	150,850	6.2	114,063	4.1	4,451	3.0	-36,787	-24.4	-32,336	-22.1
Mining	3,821	0.2	3,519	0.1	3,607	0.1	-302	-7.9	88	2.5	-214	-5.6
Construction	85,049	4.4	96,929	4.0	124,572	4.4	11,880	14.0	27,643	28.5	39,523	46.5
Manufacturing	510,387	26.5	567,784	23.5	568,630	20.3	57,397	11.2	846	0.1	58,243	11.4
Transportation and Public Utilities	89,388	4.7	103,159	4.3	121,279	4.3	13,771	15.4	18,120	17.6	31,891	35.7
Wholesale Trade	73,690	3.8	104,376	4.3	124,927	4.4	30,686	41.6	20,551	19.7	51,237	69.5
Retail Trade	331,917	17.2	410,248	16.9	499,898	17.8	78,331	23.6	89,650	21.9	167,981	50.6
Finance, Insurance, and Real Estate	101,903	5.3	172,256	7.1	195,856	7.0	70,353	69.0	23,600	13.7	93,953	92.2
Services ^a	310,313	16.1	485,329	20.1	691,148	24.6	175,016	56.4	205,817	42.4	380,833	122.7
Government ^b	265,895	13.8	312,275	12.9	342,414	12.2	46,380	17.4	30,139	9.7	76,519	28.8
Miscellaneous ^c	7,902	0.4	14,475	0.6	21,737	0.8	6,573	83.2	7,262	50.2	13,835	175.1
Total	1,926,664	100.0	2,421,200	100.0	2,808,129	100.0	494,536	25.7	386,929	16.0	881,465	45.8

^aIncludes education.^bExcludes military employment.^cIncludes agricultural services, forestry, commercial fishing, and unclassified jobs.

Source: U. S. Bureau of Economic Analysis and SEWRPC.

the economy of the County, similar to changes occurring throughout the Region, State, and Nation. This change is characterized by a decline in the relative importance of manufacturing activity and an increase in the service and related sectors.

In 1970, manufacturing was the largest single employment category in Waukesha County. While manufacturing employment in the County doubled between 1970 and 1990, its relative share of total employment decreased, from 27 percent to 23 percent over that period, because of the more rapid growth in other employment categories. Increases in the percentage of employment in services; wholesale trade; and finance, insurance, and real estate were particularly significant. By 1990, services had become the largest single employment category in the County.

While manufacturing employment declined as a percentage of total County employment, manufacturing employment in the County grew at a much faster rate than that of the State during the past two decades. In contrast to the doubling of manufacturing employment in the County between 1970 and 1990, manufacturing employment in the State increased by only 11 percent. Moreover, the County's growth in manufacturing employment stands in marked contrast to the overall loss in manufac-

turing employment in the seven-county Southeastern Wisconsin Region, particularly during the 1980s.

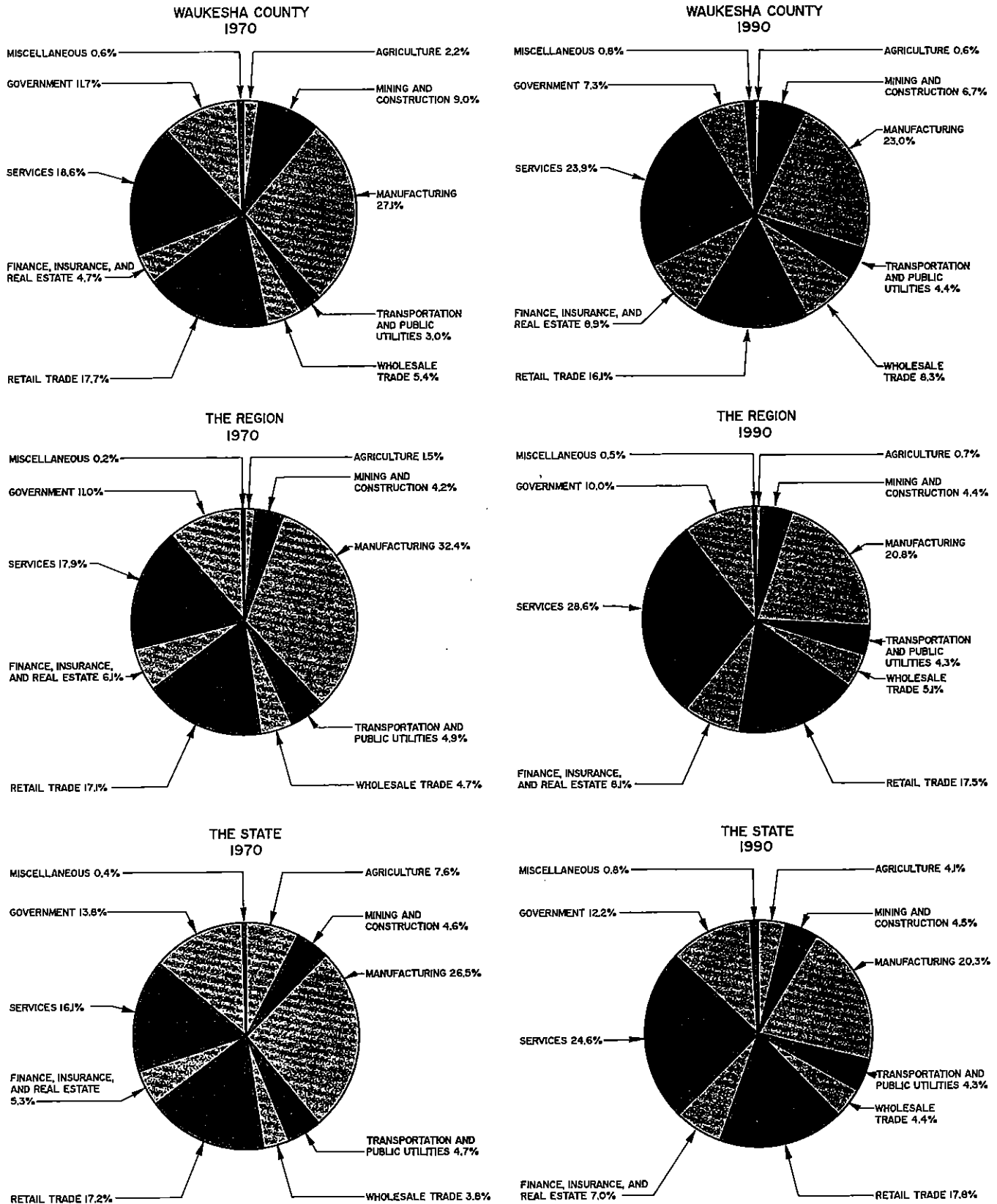
Personal Income

Personal income levels provide insight into the overall economic strength and well-being of an area. Family income is considered one of the primary indicators of personal income levels.

Family income ranges as reported by the 1990 U. S. Census of Population and Housing are presented for Waukesha County, the Southeastern Wisconsin Region, and the State in Table 24 and Figure 20. Over all, family income levels in the County were significantly higher than for the Region and State. Waukesha County had fewer families in the lowest income ranges; for example, families within incomes less than \$20,000 comprised 8 percent of all families in the County, compared to 20 percent for the Region and 22 percent for the State. Conversely, Waukesha County had more families in the highest income ranges. Families with incomes in excess of \$75,000 comprised almost 19 percent of all families in the County, compared to 10 percent for the Region, and 8 percent for the State. The median family income, the income below and above which one-half of all family incomes occur, was about \$49,100 for Waukesha County, \$38,500 for the Region, and \$35,100 for the State.

Figure 19

EMPLOYMENT BY INDUSTRY IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1970 AND 1990



Source: U. S. Bureau of Economic Analysis and SEWRPC.

Table 24

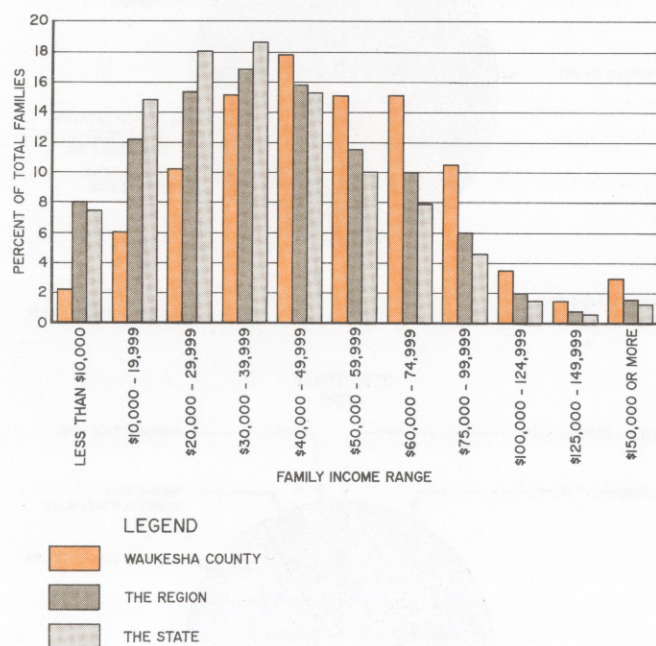
FAMILY INCOME LEVELS IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1989

Income Range	Waukesha County		The Region		The State	
	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total
Less than \$10,000	1,886	2.2	37,789	8.0	95,812	7.5
\$10,000 to \$19,999	5,112	6.0	57,622	12.2	190,650	14.8
\$20,000 to \$29,999	8,658	10.2	72,590	15.3	230,940	18.0
\$30,000 to \$39,999	12,731	15.1	79,475	16.8	238,336	18.6
\$40,000 to \$49,999	15,074	17.8	74,952	15.8	195,874	15.3
\$50,000 to \$59,999	12,777	15.1	54,241	11.5	128,304	10.0
\$60,000 to \$74,999	12,732	15.1	47,097	10.0	101,950	7.9
\$75,000 to \$99,999	8,862	10.5	28,301	6.0	58,684	4.6
\$100,000 to \$124,999	2,923	3.5	9,347	2.0	19,492	1.5
\$125,000 to \$149,999	1,254	1.5	3,777	0.8	8,195	0.6
\$150,000 or More	2,553	3.0	7,755	1.6	16,060	1.2
Total	84,562	100.0	472,946	100.0	1,284,297	100.0
Median Family Income	\$49,096		\$38,516		\$35,082	

Source: U. S. Bureau of the Census and SEWRPC.

Figure 20

FAMILY INCOME LEVELS IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1989



Source: U. S. Bureau of the Census and SEWRPC.

As indicated in Table 25, the median income of families in Waukesha County, expressed in actual dollars, increased from about \$7,200 in 1959 to \$49,100 in 1989. Median family income in terms of

actual dollars increased by 78 percent during the 1960s, 116 percent during the 1970s, and 78 percent during the 1980s. Expressed in constant dollars, however, that is, when adjusted for inflation, median family income for the County increased by about 45 percent during the 1960s and by about 7 percent during the 1970s. There was virtually no change in constant-dollar median family income for the County during the 1980s.

As shown in Figure 21, median family income for Waukesha County increased at a faster rate than for the Region and State during the 1960s and 1970s. The County also fared better than the Region and State during the 1980s. While, as previously noted, there was essentially no change in the County median family income in constant-dollar terms between 1979 and 1989, the Region and State experienced decreases in constant-dollar median family income during this time.

Among the 37 communities in Waukesha County, all but two communities had median family incomes in excess of the regional median in 1989. The median incomes for the Village of Butler and the Village of Eagle were slightly lower than that for the Region. The distribution of family incomes by selected ranges and the median family income is presented civil division in the County in Table 26. The variation in median family income by civil division is also depicted on Map 5.

Table 25

MEDIAN FAMILY INCOME IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1959, 1969, 1979, AND 1989

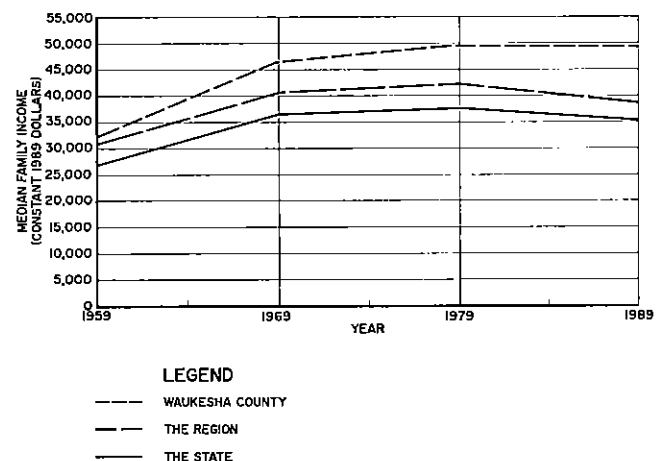
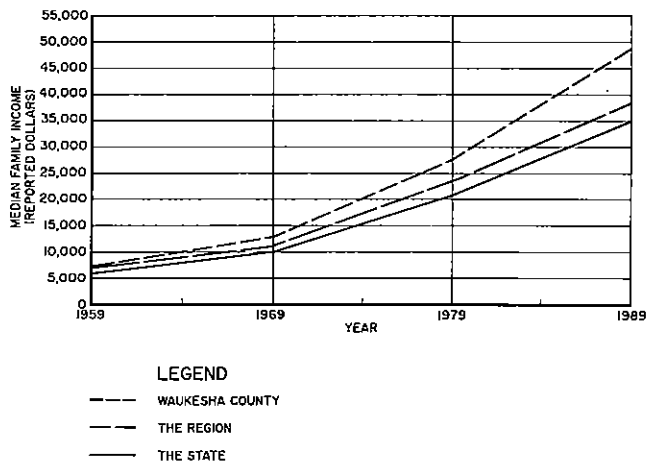
Year	Waukesha County		The Region		The State	
	Median Family Income (reported dollars)	Percent Change from Previous Year	Median Family Income (reported dollars)	Percent Change from Previous Year	Median Family Income (reported dollars)	Percent Change from Previous Year
1959	7,190	--	6,908	--	5,926	--
1969	12,795	78.0	11,182	61.9	10,068	69.9
1979	27,648	116.1	23,515	110.3	20,915	107.7
1989	49,096	77.6	38,516	63.8	35,082	67.7

Year	Waukesha County		The Region		The State	
	Median Family Income (constant 1989 dollars)	Percent Change from Previous Year	Median Family Income (constant 1989 dollars)	Percent Change from Previous Year	Median Family Income (constant 1989 dollars)	Percent Change from Previous Year
1959	31,841	--	30,592	--	26,543	--
1969	46,132	44.9	40,317	31.8	36,300	36.8
1979	49,368	7.0	41,988	4.1	37,346	2.9
1989	49,096	-0.6	38,516	-8.3	35,082	-6.1

Source: U. S. Bureau of the Census and SEWRPC.

Figure 21

MEDIAN FAMILY INCOME IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1959, 1969, 1979, AND 1989



Source: U. S. Bureau of the Census and SEWRPC.

While personal income levels on average are higher for Waukesha County than for the Region and State, a significant portion of the County population lives on relatively low incomes, in some cases, in poverty conditions. As part of each decennial census, the U. S. Bureau of the Census determines the poverty status for all persons except institutionalized persons, persons in military group quarters and college

dormitories, and unrelated individuals under 15 years of age. According to the 1990 U. S. Census of Population and Housing, a total of about 9,400 persons, or about 3 percent of the related population in Waukesha County, subsisted on poverty-level incomes. As shown in Figure 22, the rate of incidence of poverty was 4 percent or less in 27 of the 37 communities in the County. Only the Cities of

Table 26

FAMILY INCOME IN WAUKESHA COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1989

Community	Income											
	Less than \$10,000		\$10,000 to \$19,999		\$20,000 to \$29,999		\$30,000 to \$39,999		\$40,000 to \$49,999		\$50,000 to \$59,999	
	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total
Cities												
Brookfield	93	0.9	345	3.3	766	7.3	1,052	10.0	1,370	13.1	1,506	14.4
Delafield	44	2.8	104	6.7	190	12.2	218	14.0	345	22.1	203	13.0
Muskego	86	1.8	333	7.0	435	9.1	770	16.1	990	20.7	732	15.3
New Berlin	120	1.3	455	4.7	773	8.1	1,291	13.4	1,875	17.4	1,686	17.5
Oconomowoc	104	3.5	282	9.4	484	16.2	665	22.2	618	20.7	253	8.5
Waukesha	668	4.6	1,321	9.1	1,845	12.7	2,697	18.6	2,776	19.2	1,990	13.7
Villages												
Big Bend	13	3.6	42	11.7	48	13.4	76	21.1	77	21.4	43	12.0
Butler	17	3.2	55	10.4	90	17.0	129	24.4	75	14.2	69	13.0
Chenequa	2	1.2	6	3.5	7	4.1	4	2.3	10	5.8	2	1.2
Dousman	8	2.7	31	10.5	41	13.9	73	24.7	73	24.7	37	12.6
Eagle	17	5.2	25	7.6	57	17.3	86	26.1	42	12.8	51	15.5
Elm Grove	31	1.7	37	2.1	100	5.7	90	5.1	185	10.5	181	10.2
Hartland	32	1.7	174	9.2	298	15.8	376	20.0	302	16.0	236	12.5
Lac La Paille	0	0.0	2	2.6	5	6.6	11	14.5	7	9.2	12	15.8
Lannon	11	4.3	23	8.9	47	18.2	43	16.7	44	17.0	37	14.3
Menomonee Falls	199	2.5	541	6.8	858	10.8	1,254	15.9	1,594	20.1	1,229	15.5
Merton	2	0.6	11	3.4	32	10.0	44	13.7	62	19.3	72	22.4
Mukwonago	41	3.4	96	7.9	172	14.2	257	21.3	233	19.3	183	15.2
Nashotah	0	0.0	4	2.7	20	13.3	16	10.7	23	15.3	26	17.3
North Prairie	5	1.4	20	5.5	50	13.7	68	18.7	108	29.7	66	18.1
Oconomowoc Lake	6	4.2	2	1.4	7	4.9	18	12.6	17	11.9	20	14.0
Pewaukee	34	2.2	93	7.7	158	13.1	248	20.6	222	18.4	174	14.5
Sussex	31	2.3	66	4.8	193	14.1	243	17.7	329	24.0	196	14.3
Wales	13	2.0	33	5.1	49	7.6	95	14.7	135	20.9	102	15.8
Towns												
Brookfield	7	0.6	32	2.6	182	14.7	148	12.0	163	13.2	111	9.0
Delafield	40	2.6	66	4.4	90	5.9	174	11.5	227	14.9	212	13.9
Eagle	20	3.6	29	5.2	52	9.3	96	17.1	96	17.1	102	18.2
Geneseo	0	0.0	85	5.2	139	8.5	246	15.0	262	16.0	338	20.6
Lisbon	22	0.9	93	3.9	229	9.7	340	14.4	453	19.2	363	15.3
Merton	31	1.7	85	4.7	166	9.2	198	11.0	299	16.6	316	17.6
Mukwonago	35	2.2	41	2.6	78	5.0	280	16.5	327	20.8	360	22.9
Oconomowoc	30	1.5	136	6.6	228	10.9	410	19.8	386	18.7	281	13.6
Ottawa	12	1.4	39	4.7	129	15.5	91	10.9	139	16.7	161	19.3
Pewaukee	39	1.4	111	4.0	200	7.2	284	10.2	493	17.7	559	20.0
Summit	13	1.2	90	8.2	126	11.5	122	11.2	176	16.1	169	15.4
Vernon	29	1.4	102	5.0	155	7.6	278	13.6	427	20.9	366	17.9
Waukesha	31	1.5	102	4.8	161	7.7	260	12.4	314	14.9	333	15.8
Waukesha County	1,886	2.2	5,112	6.0	8,658	10.2	12,731	15.1	15,074	17.8	12,777	15.1
The Region	37,389	8.0	57,622	12.2	72,590	15.3	79,475	16.8	74,952	15.8	54,241	11.5
The State	95,812	7.5	190,650	14.8	230,940	18.0	238,336	18.6	195,874	15.3	128,304	10.0

Waukesha and Delafield, and the Villages of Eagle and Lannon had a rate of poverty incidence of more than 5 percent.

The economic problems of persons and families with lower incomes, particularly including housing affordability problems, cannot be overlooked in the formulation of a sound comprehensive development plan for Waukesha County. Housing affordability problems of the lower-income population are analyzed in Chapter VII of this report. Recommendations for the abatement of those housing problems are set forth in the County development plan.

Property Tax Base

The property tax is relied on in Wisconsin as an important revenue source for the provision of many County and local services and facilities, for the public elementary and secondary schools, for the vocational and technical education system, and for other purposes. Development decisions have a direct bearing on local property tax rates both because of the impact of development and re-development on the property tax base and because of the costs of services attendant to such development or redevelopment, which costs are supported, at least in part, through the property tax. Given the existing prop-

Table 26 (continued)

Community	Income												Median Family Income
	\$60,000 to \$74,999		\$75,000 to \$99,999		\$100,000 to \$124,999		\$125,000 to \$149,999		\$150,000 or More		Total		
	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	Families	Percent of Total	
Cities													
Brookfield	1,676	16.0	1,650	15.7	790	7.5	379	3.6	865	8.2	10,492	100.0	\$ 60,773
Delafield	178	11.4	133	8.5	65	4.2	43	2.7	38	2.4	1,561	100.0	45,996
Muskego	795	16.7	489	10.2	102	2.1	17	0.4	28	0.6	4,777	100.0	47,763
New Berlin	1,796	18.7	1,295	13.5	282	2.9	61	0.6	186	1.9	9,620	100.0	52,752
Oconomowoc	305	10.2	198	6.6	60	2.0	12	0.4	9	0.3	2,990	100.0	39,394
Waukesha	1,835	12.7	948	6.5	264	1.8	100	0.7	61	0.4	14,505	100.0	42,031
Villages													
Big Bend	35	9.7	19	5.3	2	0.8	2	0.8	2	0.6	359	100.0	\$ 40,035
Butler	42	7.9	32	6.1	10	1.9	6	1.1	4	0.8	529	100.0	37,716
Chenequa	16	9.3	12	7.0	25	14.5	11	6.4	77	44.7	172	100.0	128,986
Dousman	23	7.8	7	2.4	0	0.0	0	0.0	2	0.7	295	100.0	39,083
Eagle	35	10.6	13	4.0	3	0.9	0	0.0	0	0.0	329	100.0	38,398
Elm Grove	212	12.0	307	17.4	158	8.9	102	5.8	363	20.6	1,766	100.0	77,846
Hartland	325	17.2	111	5.9	15	0.8	0	0.0	16	0.9	1,885	100.0	42,029
Lac La Belle	15	19.7	8	10.5	8	10.5	4	5.3	4	5.3	76	100.0	60,721
Lannon	31	12.0	8	3.1	2	0.8	3	1.2	9	3.5	258	100.0	41,250
Menomonee Falls	1,125	14.2	706	8.9	212	2.7	92	1.2	110	1.4	7,919	100.0	46,423
Merton	59	18.4	18	5.6	9	2.8	0	0.0	12	3.8	321	100.0	50,949
Mukwonago	131	10.8	49	4.1	23	1.9	0	0.0	23	1.9	1,208	100.0	43,316
Nashotah	31	20.7	21	14.0	2	1.3	4	2.7	3	2.0	150	100.0	54,667
North Prairie	30	8.2	14	3.9	3	0.8	0	0.0	0	0.0	364	100.0	43,500
Oconomowoc Lake	14	9.8	15	10.5	8	5.6	12	8.4	24	16.7	143	100.0	61,320
Pewaukee	180	15.0	66	5.5	22	1.8	7	0.6	0	0.0	1,204	100.0	42,464
Sussex	204	14.9	87	6.3	16	1.2	7	0.5	0	0.0	1,372	100.0	43,106
Wales	101	15.7	79	12.3	22	3.4	10	1.6	6	0.9	645	100.0	49,769
Towns													
Brookfield	220	17.8	186	15.0	107	8.6	32	2.6	48	3.9	1,236	100.0	\$ 57,443
Delafield	230	15.1	181	11.9	94	6.2	85	5.6	122	8.0	1,521	100.0	56,577
Eagle	78	13.9	52	9.3	13	2.3	11	2.0	11	2.0	560	100.0	47,381
Geneseo	285	17.4	173	10.6	32	2.0	15	0.9	62	3.8	1,637	100.0	52,073
Lisbon	363	15.3	288	12.2	124	5.3	31	1.3	60	2.5	2,366	100.0	51,063
Merton	188	10.4	282	15.7	77	4.3	45	2.5	114	6.3	1,801	100.0	53,295
Mukwonago	255	16.2	128	8.1	41	2.6	31	2.0	18	1.1	1,574	100.0	50,957
Oconomowoc	333	16.1	124	6.0	55	2.7	20	1.0	64	3.1	2,065	100.0	45,516
Ottawa	139	16.7	72	8.7	27	3.2	4	0.5	20	2.4	833	100.0	50,274
Pewaukee	494	17.7	457	16.4	58	2.0	34	1.2	62	2.2	2,789	100.0	55,319
Summit	186	17.0	88	8.0	37	3.4	29	2.7	58	5.3	1,094	100.0	51,000
Vernon	365	17.9	228	11.2	36	1.8	18	0.9	38	1.8	2,042	100.0	50,722
Waukesha	402	19.1	319	15.2	121	5.7	27	1.3	34	1.6	2,104	100.0	55,227
Waukesha County	12,732	15.1	8,862	10.5	2,923	3.5	1,254	1.5	2,553	3.0	84,562	100.0	\$ 49,096
The Region	47,097	10.0	28,301	6.0	9,347	2.0	3,777	0.8	7,755	1.6	472,946	100.0	38,516
The State	101,950	7.9	58,684	4.6	19,492	1.5	8,195	0.6	16,060	1.2	1,284,297	100.0	35,082

Source: U. S. Bureau of the Census and SEWRPC.

erty tax structure in Wisconsin, the development and maintenance of a favorable property tax base is a major concern in the local planning process.

The current equalized property values and recent trends in property values in Waukesha County are described herein. Current property tax levies and rates are also described and analyzed.

Equalized Property Values: The total equalized value of taxable real and personal property in Waukesha County stood at \$16.2 billion in 1992. Total equalized value was distributed among the

various major assessment categories as follows: residential, 71 percent; commercial, 17 percent; manufacturing, 4 percent; agricultural, 2 percent; swamp and waste and forests, less than 1 percent; and personal property, 5 percent.³

³*Apartment structures of eight units or more are included as commercial, rather than residential, property.*

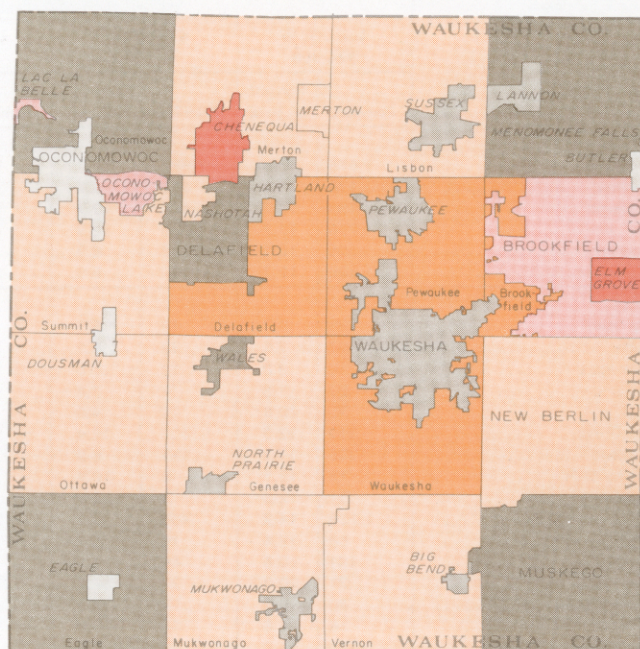
Between 1980 and 1992, the equalized value of property in the County increased by \$7.9 billion, or about 95 percent. During this time the relative composition of the tax base changed somewhat (see Figure 23). Most noteworthy in this respect is an increase in the proportionate share of commercial property, from 13 percent to 17 percent, and a decrease in the proportionate share of agricultural property, from 5 percent to 2 percent, over the period of 1980 to 1992.

There is considerable variation among the cities, villages, and towns in Waukesha County with respect to the both the magnitude and composition of the property tax base. Analysis of equalized property value on a per capita basis provides a means for comparing community tax bases. Among the 37 civil divisions in the County, equalized value per capita in 1992 ranged from under \$30,000 in the Villages of Dousman and Eagle to almost \$200,000 in the Village of Oconomowoc Lake (see Table 27 and Map 6). The median equalized value per capita for the 37 civil divisions was \$48,300.

Variation in the composition of the tax base by civil division in Waukesha County is shown for the years 1980 and 1992 in Figures 24 and 25, respectively. Some communities experienced significant changes in the proportional makeup of their tax bases between 1980 and 1992, most notably, an increase in the equalized value of manufacturing property in the Village of Sussex, and increases in the equalized value of commercial property in the City of Waukesha, the Villages of Lannon, Menomonee Falls, and Mukwonago, and the Towns of Brookfield and Pewaukee. In some communities, the property tax base is comprised almost exclusively of residential property. For example, residential property accounted for at least 90 percent of all equalized value in the Villages of Chenequa, Lac La Belle, and Wales in 1980 and 1992, as well as in the Town of Delafield in 1992. Other communities have a more diverse tax base. Commercial and manufacturing values in combination comprised at least one fourth of the total property tax base in 10 of the 37 civil divisions in 1992.

Waukesha County ranked second among the 72 counties in Wisconsin in equalized value of real and personal property in 1992. As indicated in Figure 26, the County's 1992 aggregate equalized value totaled \$16.2 billion, exceeded only by the Milwaukee County aggregate equalized value of \$27.3 billion. Dane, Brown, Racine, and Kenosha Counties

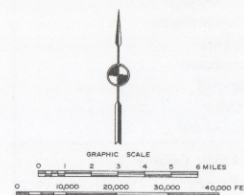
Map 5
MEDIAN FAMILY INCOME IN
WAUKESHA COUNTY BY CIVIL DIVISION: 1989



LEGEND

MEDIAN FAMILY INCOME

	LESS THAN \$40,000
	\$40,000-\$44,999
	\$45,000-\$49,999
	\$50,000-\$54,999
	\$55,000-\$59,999
	\$60,000-\$64,999
	\$65,000 OR MORE



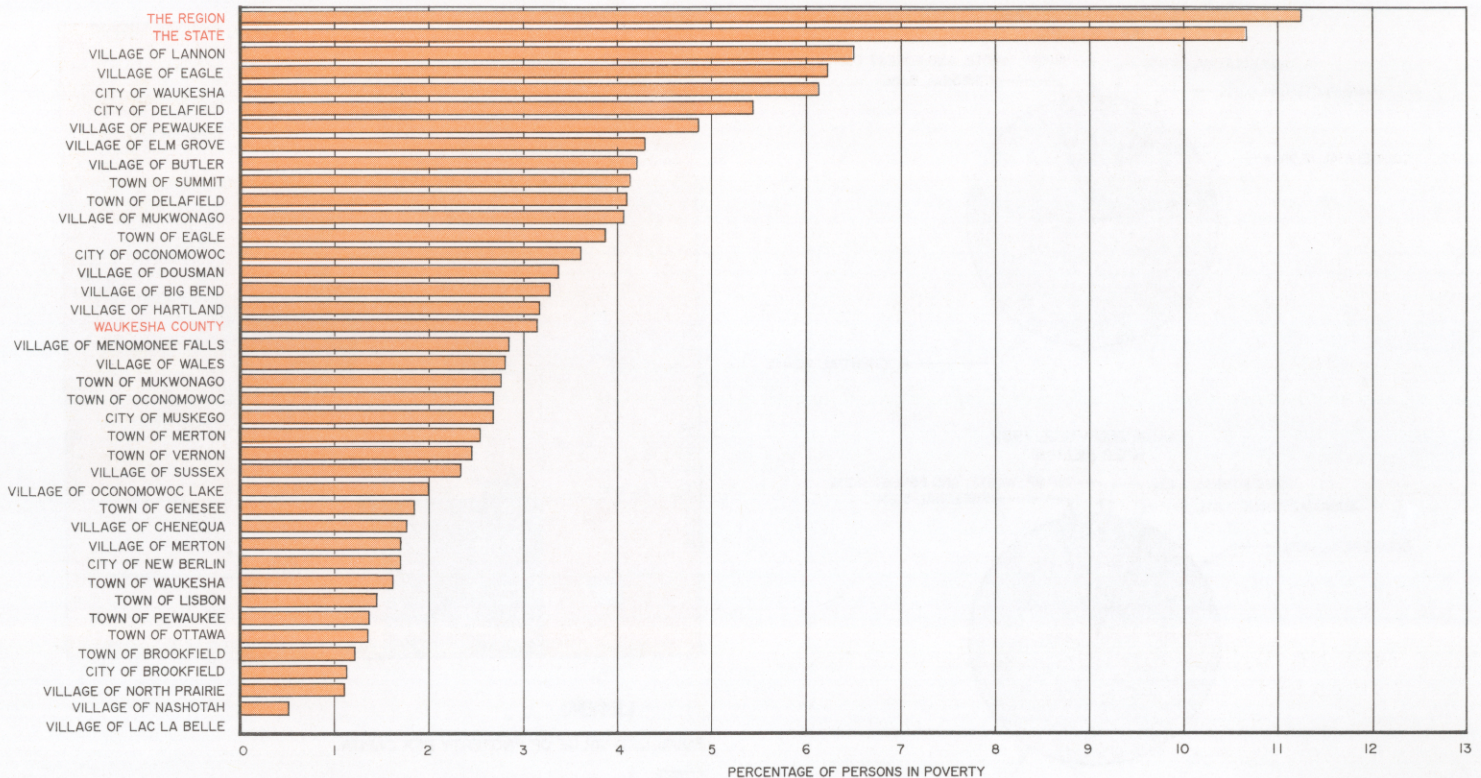
Source: U. S. Bureau of the Census and SEWRPC.

followed, with aggregate equalized values of \$13.8 billion, \$6.1 billion, \$5.7 billion, and \$4.7 billion, respectively.

Property Tax Levies and Rates: The total property tax levy includes amounts for county government; for city, village, or town government; for elementary and secondary school districts; for vocational, technical, and adult education districts; and for special purpose districts including sanitary districts and lake management districts. Also included is an amount levied by the State as a reforestation tax. Cities, villages, and towns are responsible for

Figure 22

PERCENT OF PERSONS IN POVERTY IN WAUKESHA COUNTY
BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990



Source: U. S. Bureau of the Census and SEWRPC.

collection of all property taxes, including amounts levied by the county, school districts, and other taxing districts.

The total property tax levy in Waukesha County for all purposes stood at \$458.8 million in 1992. Of this total, 11 percent was for county government; 18 percent for city, village, and town government; 62 percent for elementary and secondary school districts; 5 percent for vocational, technical, and adult education districts; and 4 percent for other special purpose districts and the State-levied reforestation tax. The relative composition of the property tax levy for each city, village, and town in the County is presented in Table 28 and Figure 27.

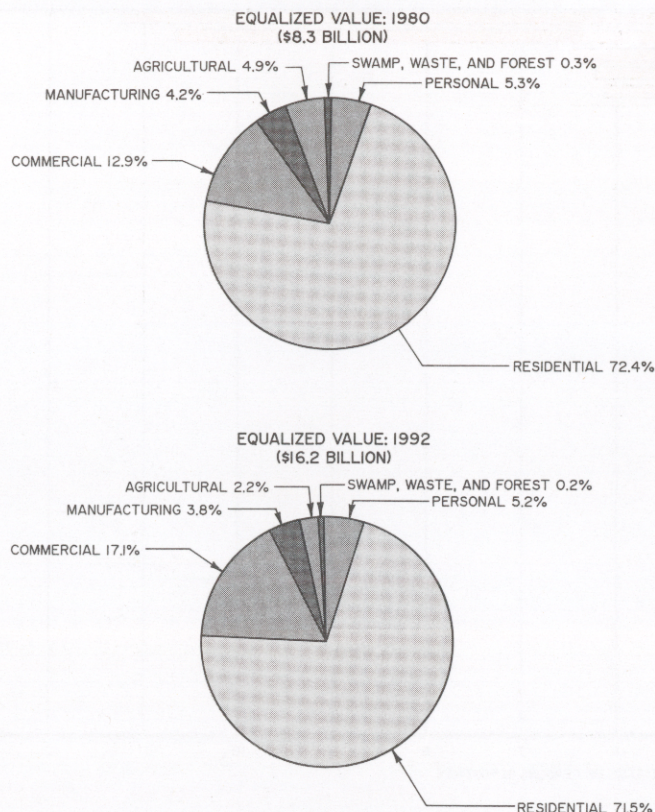
Equalized property tax rates provide a good basis for the comparison of relative tax effort among communities. Because tax rates vary by school district and because a civil division may contain more than one school district, property tax rates are presented by civil division and by school district in

Figure 28. The rate presented is the net property tax rate. It represents the total equalized rate adjusted downward to reflect State property tax credits which appear on individual property tax bills. As shown in Figure 28, in Waukesha County in 1992, the net equalized property tax rate ranged from \$19.76 of tax per thousand dollars of equalized value in the portion of the Town of Eagle lying in the East Troy School District to \$32.62 of tax per thousand dollars of equalized value in the City of Waukesha, all of which lies in the Waukesha School District.

It should be noted that variation in the property tax rate is the result of a number of factors. These factors include differences in the type and level of public services provided and attendant differences in related public expenditures, differences in the property tax base, and differences in the level of nonproperty-tax revenue available, including differences in the level of State and Federal aids and shared revenues.

Figure 23

EQUALIZED VALUE OF TAXABLE PROPERTY IN WAUKESHA COUNTY: 1980 AND 1992



Source: Wisconsin Department of Revenue and SEWRPC.

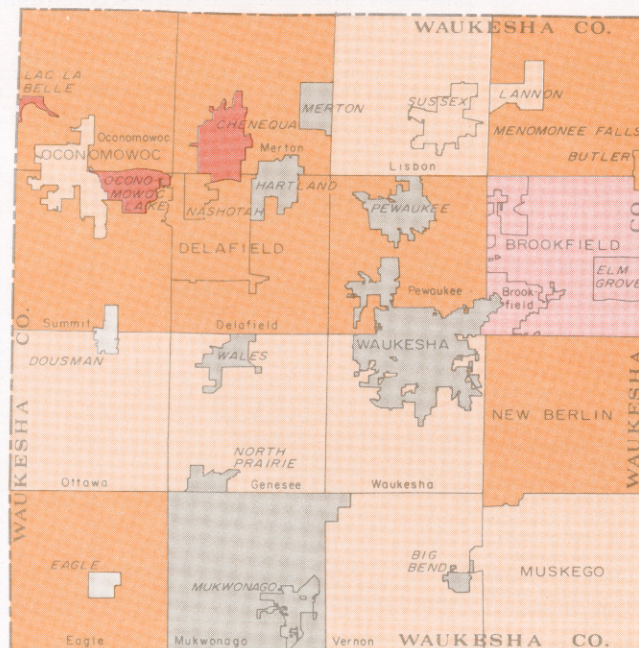
SUMMARY

This chapter has presented the findings of the socio-economic inventories conducted in support of the preparation of a development plan for Waukesha County. A summary of the most important findings of this chapter follows:

1. The resident population of Waukesha County stood at 304,715 in 1990, making the County the third most populous in Wisconsin, behind Milwaukee and Dane Counties. During the 100-year period from 1850 through 1950, the County population increased gradually, from 19,258 persons to 85,901 persons. The County experienced a significant increase in the rate of population growth after 1950; the resident population increased by 84 percent during the 1950s, 46 percent during the 1960s, 21 percent during the 1970s, and 9 percent during

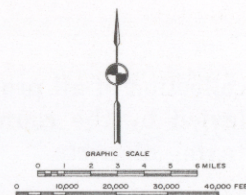
Map 6

EQUALIZED VALUE OF TAXABLE PROPERTY PER CAPITA IN WAUKESHA COUNTY BY CIVIL DIVISION: 1992



LEGEND

EQUALIZED VALUE OF PROPERTY PER CAPITA



Source: Wisconsin Department of Revenue and SEWRPC.

the 1980s. By 1990, the County population of 304,715 was more than three times the 1950 level. Estimates prepared by the Wisconsin Department of Administration indicate that Waukesha County population increased further, to 323,387 persons, by January of 1994, an increase of about 18,670 persons, or 6 percent, over the April 1990 U. S. Census of Population and Housing count.

2. The rate of population growth for Waukesha County exceeded the population growth rate for the seven-county Southeastern Wisconsin